



# REPORT

From the office of the...  
**PCC Director**

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TO: Members of the Executive Board  
FROM: Michelle Caruso  
SUBJECT: Pride Community Centre Report 1  
DATE: August 10<sup>th</sup>, 2023

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## **Yearplan Update**

Since our last EB report, the PCC has continued to run well. We have been quite busy preparing for the upcoming school year.

While following the guide of our Year Plan, a few adjustments have been made. As detailed in the plan, we have hired our Executives, opened the Volunteer hiring process, begun planning events and initiatives, and are in the process of developing a standard design for social media graphics. Some tasks have been adjusted. We put a pause on redecorating the physical PCC space, as we wanted to wait until Executives were hired to include their input. We also decided to delay increasing social media engagement through informational Instagram posts, as we want to have our new social media graphic templates designed and ready to use. This would start the PCC 2023-24 Instagram usage off to a good start, as we will remain consistent in our posts from the beginning.

Despite some challenges with scheduling, team communication has been frequent. Our Executives appear excited for the upcoming year and are enthusiastic about their roles and tasks.

## **Events, Projects, & Activities**

### *General Service Usage*

As the PCC physical space is not open and events are not currently running, we have been interacting with service users online. We have reposted informative posts over our Instagram Story and worked with other groups on campus to mutually promote our recent Volunteer hiring. We use our Instagram direct messaging and PCC email system to answer student questions and respond to any messages from groups within or external to McMaster. Over the last month, we have engaged with 159 other accounts on Instagram. This number includes both McMaster groups and McMaster students.

### *Hiring our Executive team – Complete*

As detailed in our year plan, we have gone through the process of hiring our Executives. Since our last EB report, we have held interviews, sent offers to

successful candidates, and handled their acceptances of offers. This includes their contracts, which have all been signed.

Allison and I have met with the new Executives to familiarize themselves with their roles. Summer tasks have been assigned and some have begun.

### *Planning for first-semester events and initiatives – Ongoing*

Since the last EB report, we have begun scheduling Welcome Week events in partnership with other organizations at McMaster. Now that the Events Co-ordinators are hired, we are integrating them into the planning process and are set to begin planning school year events later this week.

### *Hiring our Peer Support and Events & Advocacy Volunteers - Ongoing*

In July, we opened first-round (upper year) PCC Volunteer applications. This originally closed on August 4th, but we have extended the submission deadline date to August 11th. We will then finish reviewing applications and send out interview offers.

### *Developing a standard design for social media graphics – Ongoing*

Recently, I have met with our Promotions Coordinator, Aditya, to discuss designing social media graphic templates. He is in the process of creating these designs, and we are going to review them in Mid-August.

## **Outreach & Promotions**

### *Summary*

We have collaborated with other MSU members, promoting each other's Instagram posts on our own Stories. For example, MSU Spark promoted our hiring graphic on their Story, and we promoted their seminar advertisement.

### *Promotional Materials*



This was posted to our Instagram, promoting our open Volunteer applications.

*Social Media Engagement since the Previous Report*

**Overview**

You reached **+72.3%** more accounts compared to Jun 8  
- Jul 7

Accounts reached	1,353 <b>+72.3%</b>	>
Accounts engaged	159 <b>+893%</b>	>
Total followers	1,664 <b>+0.3%</b>	>

Over the last 30 days, we have been able to reach many more accounts. This is surely the result of our semi-regular postings, and the promotion of our profile on other Instagram accounts. Additionally, more accounts have engaged with our account, and our total amount of followers has increased.

**Finances**

*Budget Summary*

We have used our budget to purchase a hiring graphic design and PCC stickers, both from the Underground here at McMaster.

<b>ACCOUNT CODE</b>	<b>ITEM</b>	<b>BUDGET / COST</b>
6501-0119-0300	Volunteer Hiring Graphic – the UG	100.00
6501-0119-0300	PCC Stickers – the UG	318.50
	<b>TOTAL SPENT IN LINE</b>	<b>\$418.50</b>
	<b>REMAINING IN LINE</b>	<b>\$1,281.50</b>
<b>TOTALS</b>		
<b>TOTAL BUDGETED DISCRETIONARY SPENDING</b>		<b>\$7,550.00</b>
<b>TOTAL ACTUAL DISCRETIONARY SPENDING</b>		<b>\$418.50</b>
<b>REMAINING DISCRETIONARY SPENDING</b>		<b>\$7,131.50</b>

**Executives & Volunteers**

Our Executives have expressed a lot of enthusiasm about their new roles. They seem to be excited about starting their tasks for the year and have brought up many promising ideas regarding how we can enhance the PCC.

## **Successes**

After I and Allison met with each new Executive one(Director and AD)-on-one to introduce them to their role, we scheduled a Team meeting to have all Executives meet one another on Zoom. The only time that worked for all 7 Executives was when I had a non-negotiable prior commitment. Allison successfully hosted the meeting on her own; Executives told me that they enjoyed the experience!

## **Current Challenges**

Our biggest challenge is scheduling meetings. In some cases, it has been hard to find dates and times that work for all of us. Our Executive Team is quite busy with Summer positions and vacations, and are impacted by differing time zones. To minimize the impact of conflicting schedules, we are going to set our first semester weekly meeting date by the end of this week. Although the school year is nearly a month away, we have found that planning early is crucial to the PCC's success.

## **Miscellaneous**

N/A